



2021 **VIRTUAL EDITION**
MARCH 2-4
LIVE IN LAS VEGAS
AUGUST 10-12

Official Show Sponsor:



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**ROOFING
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CONNECTING THE INDUSTRY

Booth Customization Guide



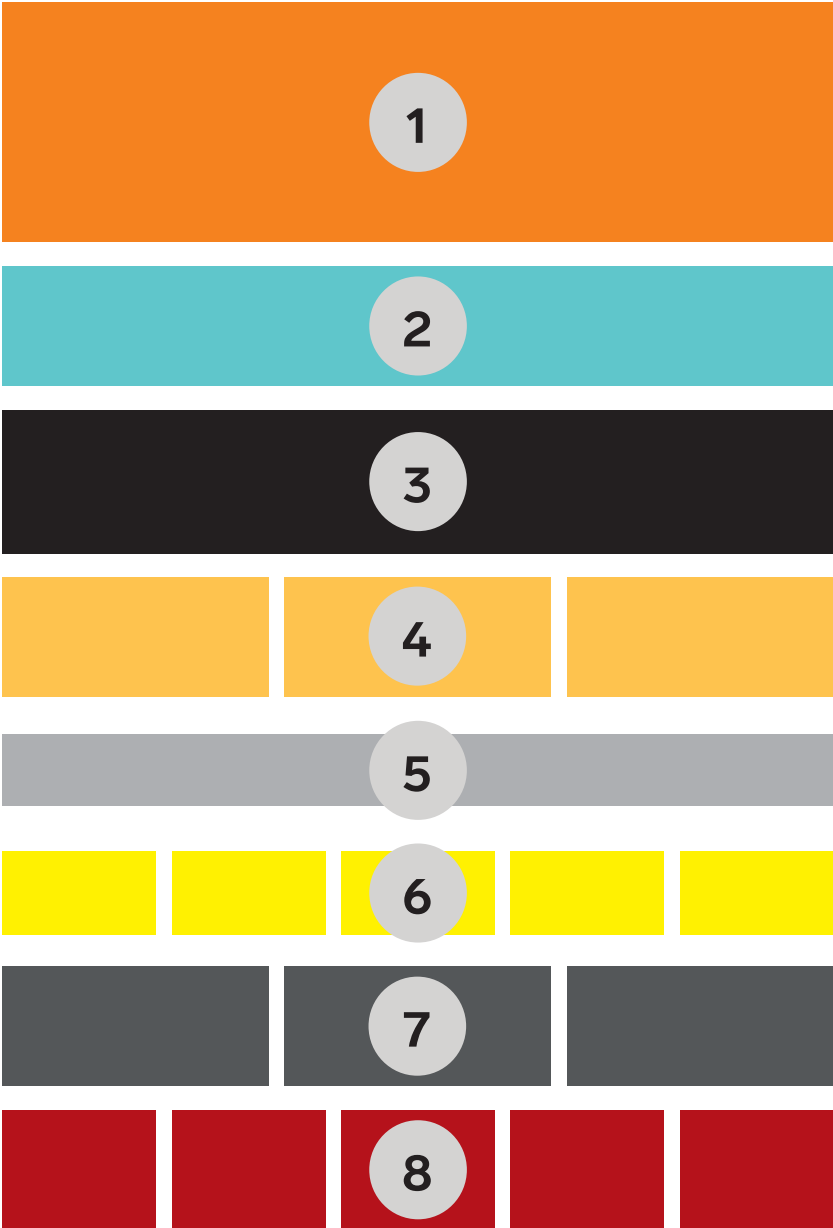
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BOOTH OVERVIEW

The exhibitor booth consists of seven primary sections:

- 1. Virtual Booth
- 2. Exhibitor Information
- 3. Exhibitor Videos
- 4. Drop-in Meetings
- 5. Downloadable Content
- 6. Additional Image Gallery
- 7. Meet the Team
- 8. Product Directory



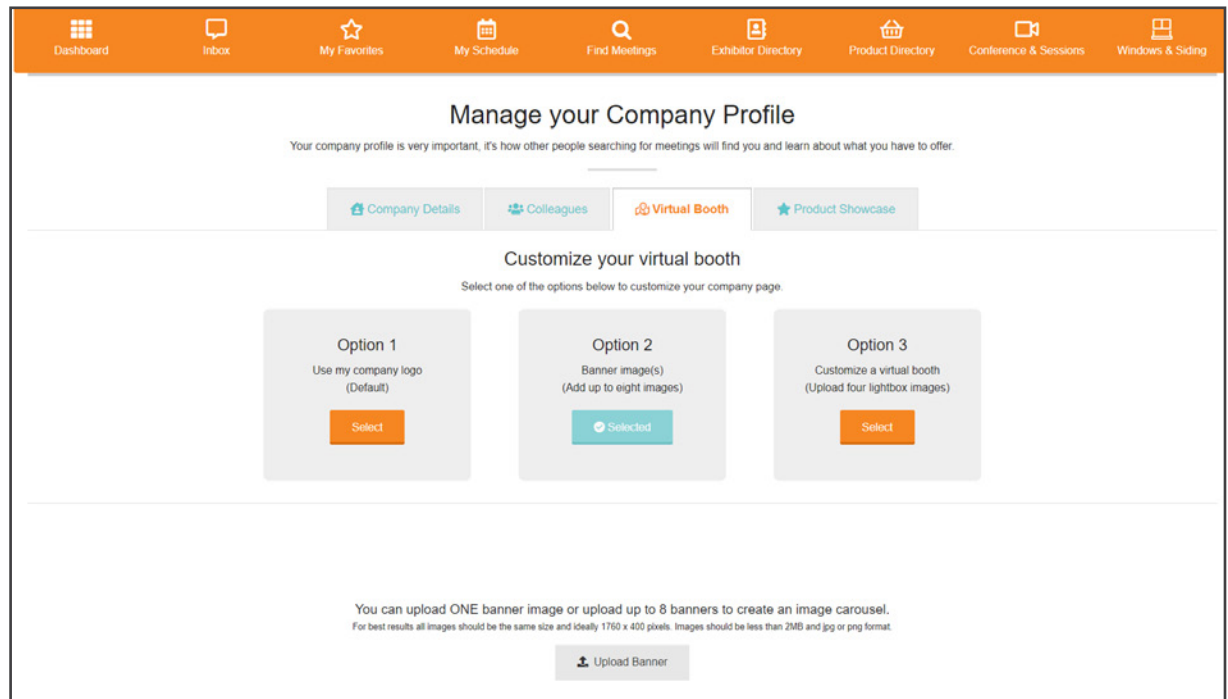
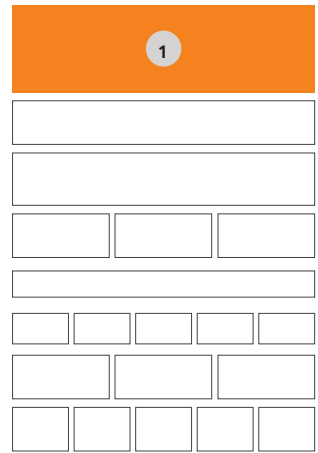
1. VIRTUAL BOOTH

The interactive canvas provides Exhibitors three options to configure a virtual booth masthead:

Option 1. Use my company logo (default)

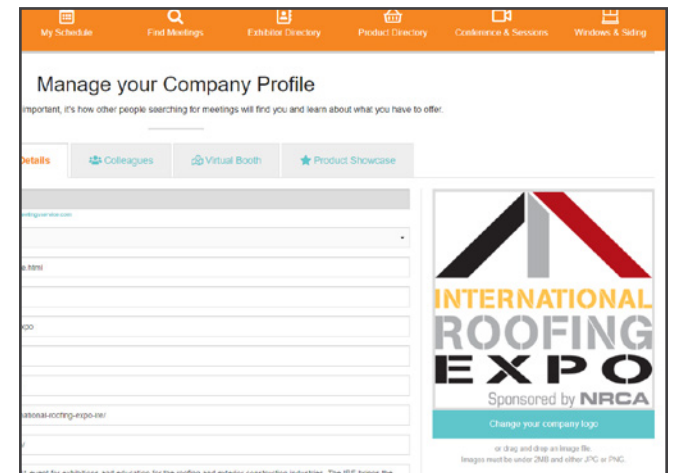
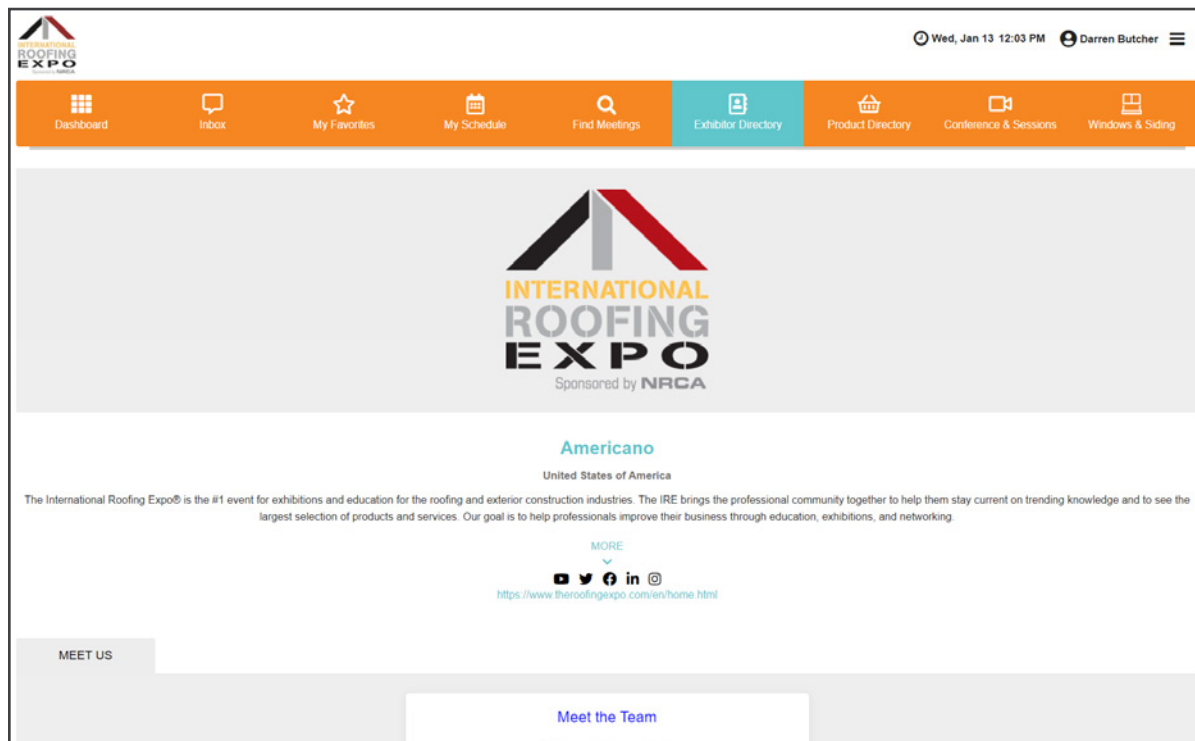
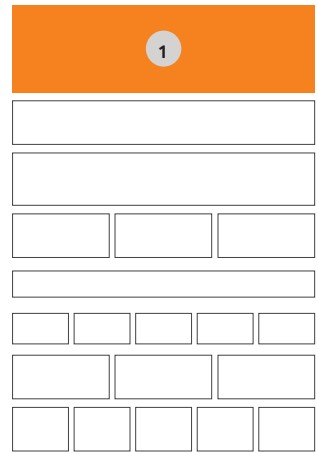
Option 2. Banner Image(s)

Option 3. Customize a virtual booth



1. VIRTUAL BOOTH, OPTION 1: Use my company logo

The default for virtual booths is the company logo option. This option will display the company logo you upload when you set up your company details in the Exhibitor Zone.

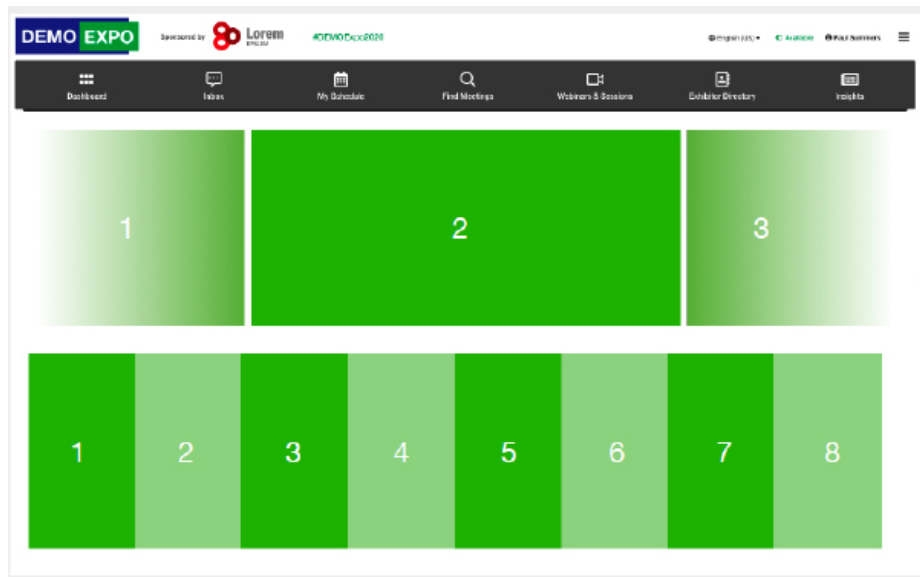


1. VIRTUAL BOOTH, OPTION 2: Banner Image(s)

You can upload one banner image or add up to eight images to create a sliding image carousel effect. Images will progress through an infinite slide animation.

We recommend including your company branding as one of the carousel images.

Tip: Have photogenic physical products? Upload transparent PNG files to achieve a stylish floating product showcase.



BANNER IMAGE SPECS	
Format	Image: PNG, JPG
Dimensions	Width: 120 - 1760 px Height: Max 400 px <i>For the best results uploaded images should all be the same size.</i>
Max size	2 mb

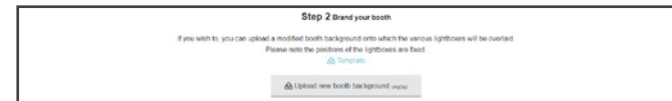
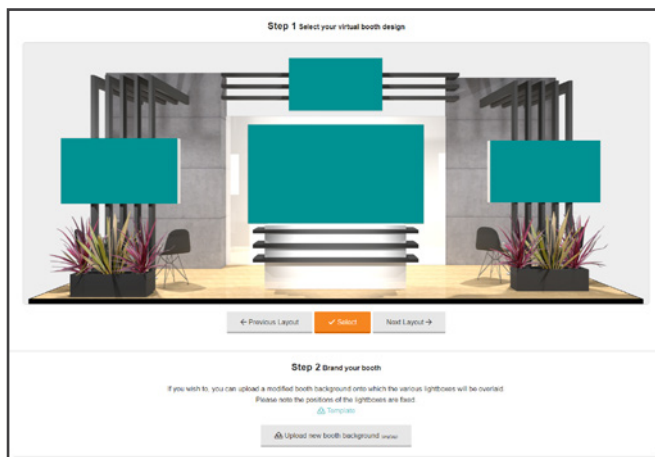
1. VIRTUAL BOOTH, OPTION 3: Customize a virtual booth

Select a virtual booth design from the multiple pre-built templates or create your own customized booth background using the booth template.



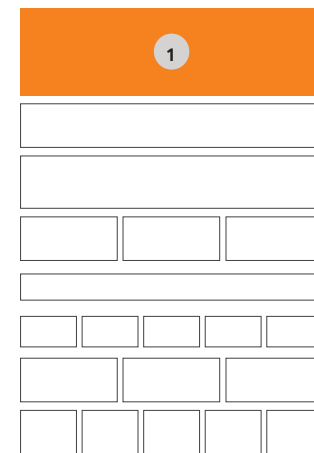
The pre-built templates includes four customizable banners that can be linked to book a meeting, your website or one of your social media platforms.

If you wish to, you can download and template to create a modified booth background. The customized banners will be overlaid in a fixed position.



1. VIRTUAL BOOTH, OPTION 3: Customize a virtual booth

Follow the steps to upload your banner images and select where you would like each banner to link when a customer clicks on the image. Banners can link to book a meeting, company website or a social media platform.



You can preview the banner images on the virtual booth template in real time.

TIP: The lightboxes can have a minimum width or height of 200 px, and a maximum width or height of 800 px. For the best clarity, images should be at a 16:9 ratio. For example, an image with a width of 200 should have a height of 356; an image with a width of 800 should have a height of 450.

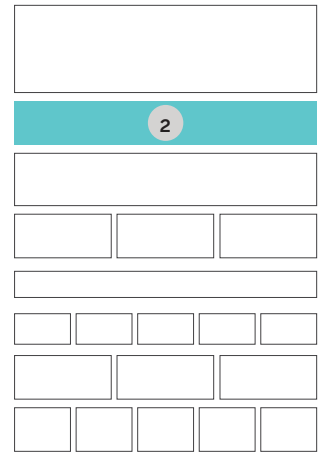


Upload new booth background (img)		
Lightbox (left)	Images should be 16:9 and less than 2MB Upload (img)	Book a meeting <small>These links will use the information you entered in the 'Company Details' tab.</small>
Banner (top)	Images should be 16:9 and less than 2MB Upload (img)	Book a meeting <small>These links will use the information you entered in the 'Company Details' tab.</small>
Back wall (center)	Images should be 16:9 and less than 2MB Upload (img)	Book a meeting <small>These links will use the information you entered in the 'Company Details' tab.</small>
Lightbox (right)	Images should be 16:9 and less than 2MB Upload (img)	Book a meeting <small>These links will use the information you entered in the 'Company Details' tab.</small>

2. EXHIBITOR INFORMATION

Complete your the Company Details section in the Exhibitor Zone to provide visitors all the information they need to connect with you.

- In the ‘About the company’ field it’s recommended to focus on the benefits of doing business with you (900 character max)
- Completing the ‘Keywords’ field enables users to search for your company by specific terms (such as products or brand names)
- Add downloadable content under the ‘Marketing pack’ field (5 mb limit)



SignalStage LLC 

TECHNOLOGY DRIVEN SIGNAL STREAMING

Teradek designs and manufactures high performance video solutions for broadcast, cinema, and general imaging applications. From wireless monitoring, color correction, and lens control, to live streaming, SaaS solutions, and IP video distribution, Teradek technology is used around the world by professionals and amateurs alike to capture and share compelling content.

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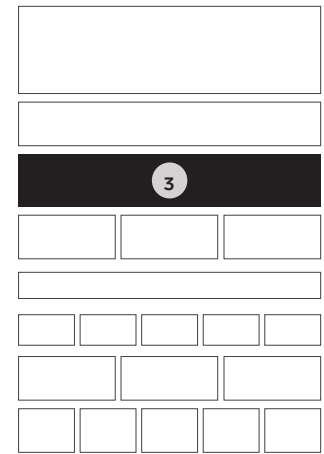
<https://www.signalstagellc.com/>

3. EXHIBITOR VIDEOS

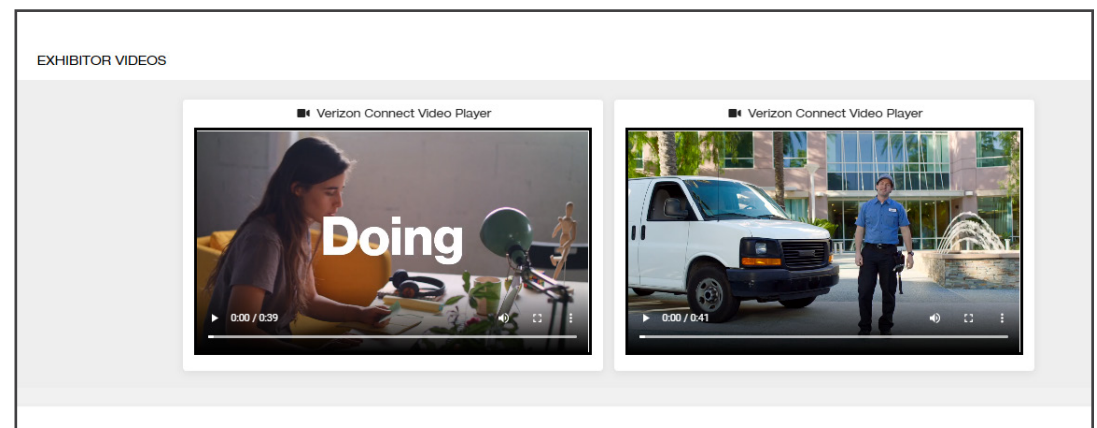
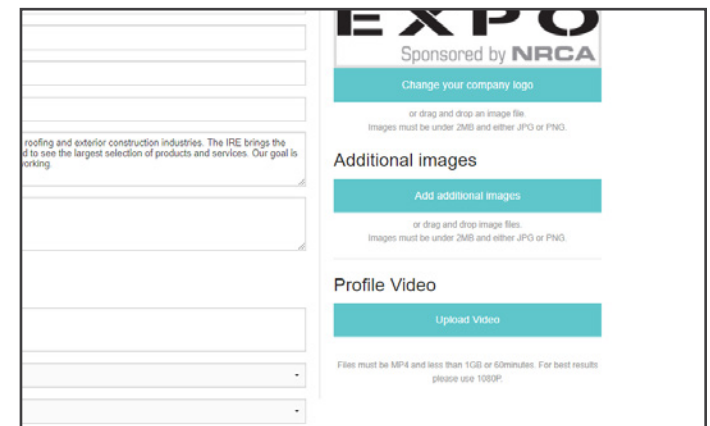
Upload high definition video content to your virtual booth under the Company Details tab of the Exhibitor Zone.

Whether it's a quick product pitch recorded on your phone, or a professional company presentation, video content is the best way to engage with your audience.

You can upload a max of three (3) videos.



VIDEO SPECS	
Format	.mp4
Dimensions	Min: 1280 x 720 Max: 1920 x 1080
Length	Max 60 minutes per video
Max size	1 gb



4. DROP-IN MEETINGS

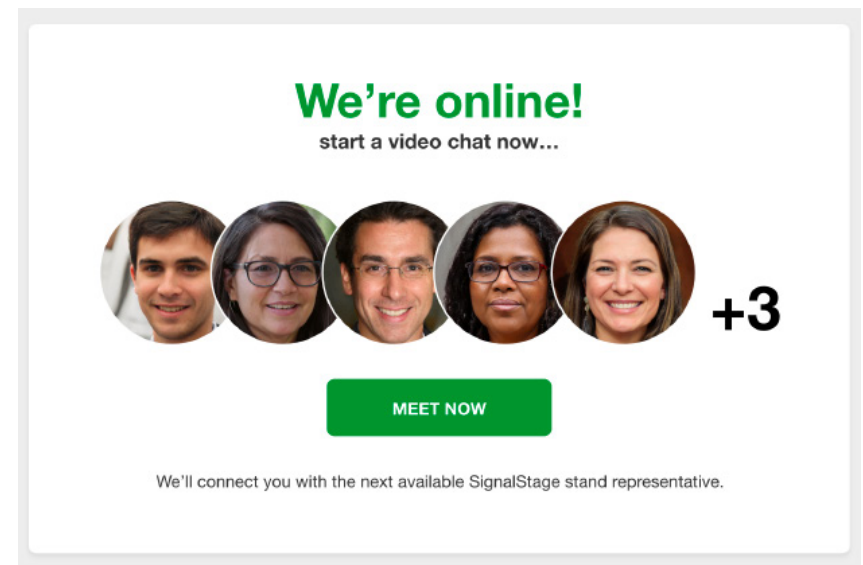
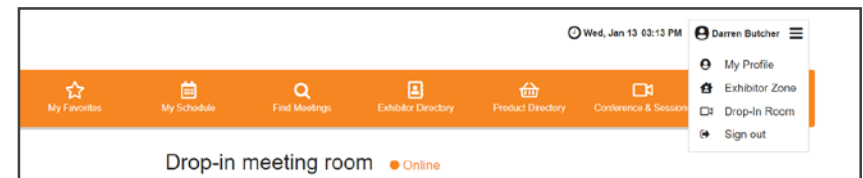
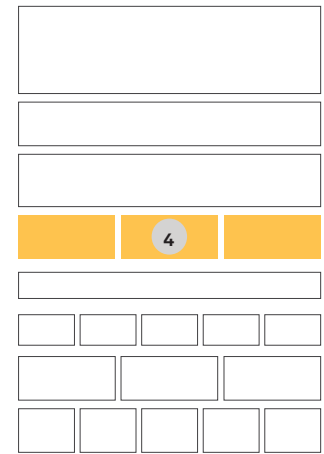
The Drop-In Meetings feature connects your team directly with visitors browsing your virtual booth.

Unlike pre-booked meetings, these quick 10 minute meetings replicate new business interactions just like on a live show floor.

Have multiple staff available to manage meetings and ensure visitors aren't kept waiting - use the booth scheduling worksheet to block out times.

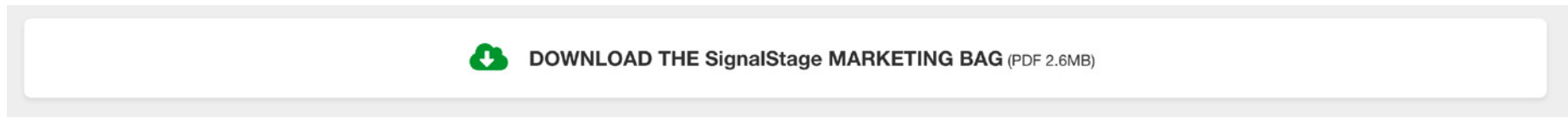
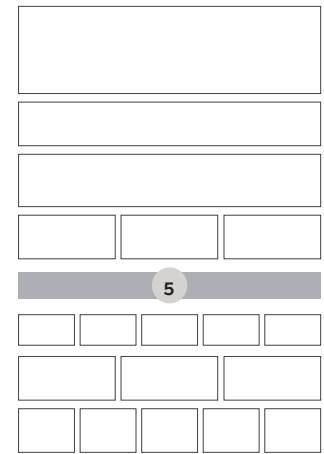
Drop-in meetings steps:

1. Toggle your contact status to 'online.'
2. Open the drop-in meeting room tab, and complete the tech check
3. Enable 'browser notifications'
4. Listen out for the new meeting notification 'ding'



5. DOWNLOADABLE CONTENT

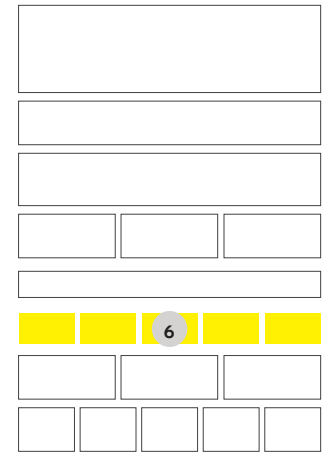
Provide visitors easy access to take-away a company brochure, presentation or promotional materials. Add your downloadable content by uploading it in the Company Profile section in the Exhibitor Zone. Click on 'Choose File' next to the 'Marketing pack' field.



DOWNLOADABLE CONTENT SPECS	
Format	Document: PDF Image: PNG, JPG
Max size	5 mb

6. ADDITIONAL IMAGE GALLERY

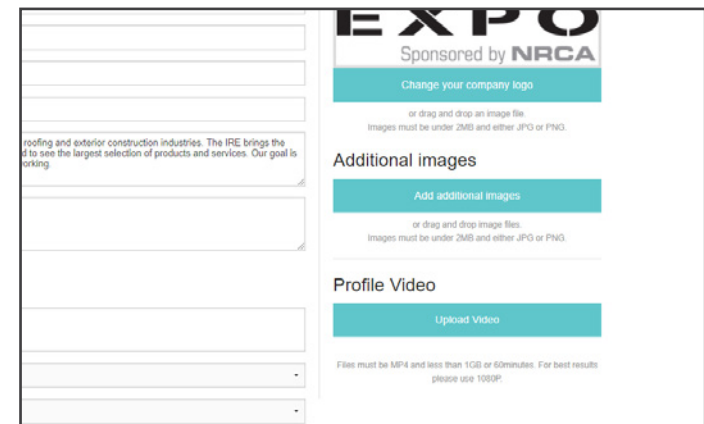
In addition to products you load for the Product Directory, you can add extra images to your profile. You can add these images by uploading them in the Company Profile section in the Exhibitor Zone.



GALLERY



ADDITIONAL IMAGE SPECS	
Format	Image: PNG, JPG
Max size	2 mb



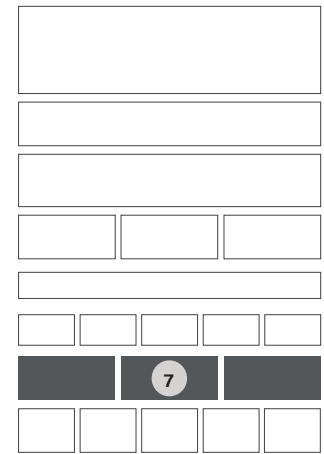
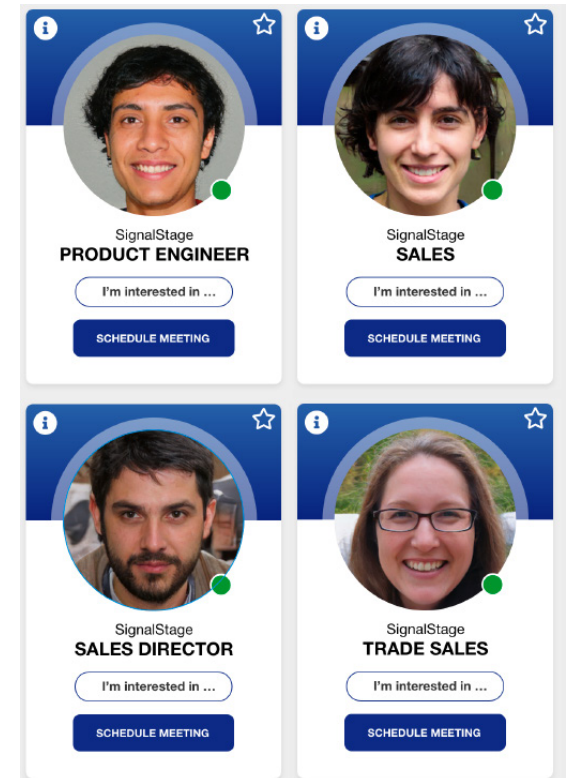
7. MEET THE TEAM

Each colleague registered under your exhibiting company will appear as a contact card on the exhibitor profile page. You can register an unlimited number of colleagues.

Visitors can view each contact’s interests by clicking the “i” to flip the card revealing the full bio. Upload a profile photo to attract more new business opportunities and update your profile interests to receive higher quality matches.

Note: Colleagues who indicate they do not wish to participate in meetings will not appear here.

MEET THE TEAM SPECS (PHOTOS)	
Format	Image: PNG, JPG
Dimensions	Width: 200 - 800 px Height: 200 - 800 px
Suggested Ratio	1:1
Max File Size	1 mb



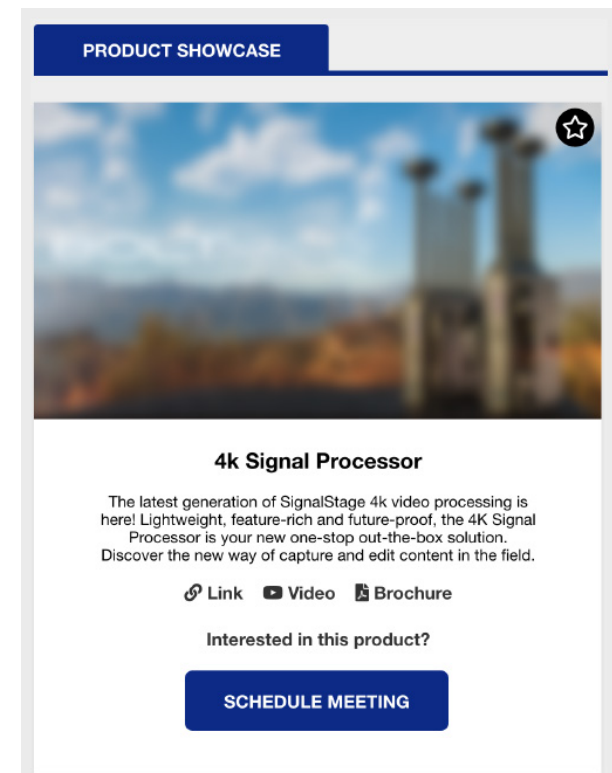
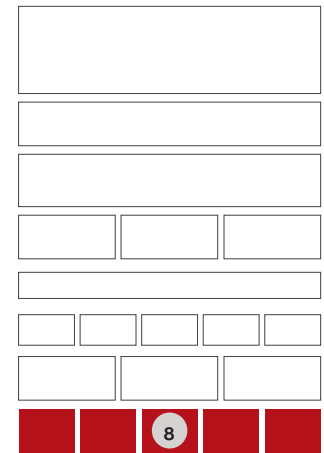
8. PRODUCT DIRECTORY

Enhance your virtual booth and showcase featured products.

Each product card features a 16:9 banner image, product title, product description (max. 300 characters) and links to external website, video and marketing materials.

Make sure to select appropriate product categories for each item uploaded. This will help users when they are searching for items in the Product Directory.

PRODUCT SHOWCASE SPECS	
Format	Image: PNG, JPG
Dimensions	640px x 480px (w/h) 16:9 ratio
Max. File Size	1 mb



EXHIBITOR REGISTRATION

When the platform opens your company's primary contact will receive an email with a customized access link. Once they are logged into the platform they will be able to invite colleagues to join the portal as a company team member.

The invited colleague(s) will receive an email with a link to login and complete their personal profile. Each colleague will be able to select if they want to be available for meetings.

To invite colleagues, navigate to the Colleagues tab in the Exhibitor Zone. Complete the brief form to register a colleague. You can register an unlimited number of

The screenshot displays the 'Manage your Company Profile' interface. At the top, there is a navigation bar with four tabs: 'Company Details', 'Colleagues' (which is active), 'Virtual Booth', and 'Product Showcase'. Below the navigation bar, there is a section for 'Colleagues' showing two existing colleagues: 'Mr John Bloggs (Manager) - Exhibitor' and 'Ms Abi Attride (Manager) - Exhibitor'. Below this, there is a form to 'Invite a colleague to join the portal'. The form includes the following fields: 'Email address *' with the value 'email@company.com', 'Title / First name / Last name *' with 'Mr / Ms', 'John', and 'Doe', and 'Job title *' with the value 'Anonymous manager'. A teal 'Invite' button is located at the bottom left of the form. On the right side of the form, there is a note: 'Inviting a colleague will create an account for them in the portal and email them a link to the event registration form.'

HOW MEETINGS WORK IN THE VIRTUAL ENVIRONMENT

The virtual platform is open from March 2-4, from 10:00 a.m. to 6:00 p.m. EST. You can schedule meetings ahead of time, then have them during this window.

Book Meetings - Schedule 30-minute meetings (with up to 6 participants) with prospects ahead of the event with no third-party software required! Your virtual meeting will include chat functionality, video capabilities, and lists of names and pictures of everyone on the call with completed profiles.

Meeting Schedule - Gain full visibility of your pending meeting invites. You can track when an invite has been accepted or declined.

Concierge - Ensure your three days run smoothly with our full, premium concierge-led service. All exhibitors will receive concierge service to assist in building your virtual booth, accessing the platform and sending out meeting invitations. Additionally, customers will receive SMS, call and email reminders about any pre-booked meetings.

Find Buyers - Manage your schedule with full calendar integration and put yourself in the best position for three productive days of meetings. Take control of your prospects and find buyers relevant to you by using our three search tools:

1 | MATCHMAKING

The advanced meetings algorithm matches users directly with the most relevant profiles in the database through the power of targeted networking.

2 | SMART SEARCH

Broaden the reach of your leads with the smart search functionality. This allows users to search and filter contacts to a wider range of companies, personal profiles and products.

CHECKLIST

Feature	Format	Dimensions	Characters	Size Limit	Misc	Done?
Virtual Booth - Banner Image Option	Image: PNG/JPG	Width: 120 - 1760 px Height: Max 400 px		2 mb	For the best results images should all be the same size	<input type="checkbox"/>
Virtual Booth - Custom virtual booth option	Image: PNG/JPG	16:9 ratio Width: 200 - 800 px Height: 200 - 800 px		1 mb	Example: An image with a 200 px width should have a 356 px height	<input type="checkbox"/>
Exhibitor Information	Logo (PNG/JPG), Copy, Links, Keywords		900 for company bio	2 mb	Make sure to add keywords to improve search results	<input type="checkbox"/>
Exhibitor Videos	.mp4 video	Min: 1280 x 720 Max: 1920 x 1080		1,000 mb	Max length of 60 minutes	<input type="checkbox"/>
Downloadable Content	Document: PDF Image: PNG/JPG			5 mb		<input type="checkbox"/>
Additional Images	Image: PNG/JPG			2 mb		<input type="checkbox"/>
Meet the Team - Headshots	Image: PNG/JPG	Width: 200 - 800 px Height: 200 - 800 px		1 mb	Suggested Ratio of 1:1	<input type="checkbox"/>
Product Showcase	Image: PNG/JPG	16:9 ratio Width: 640 px Height: 480 px	300 per product	1 mb	Links to external website and materials	<input type="checkbox"/>

BOOTH SCHEDULING WORKSHEET

Block out time for your staff to be available for Drop-In Meetings! (All times EST)

		Tuesday, March 2	Wednesday, March 3	Thursday, March 4
10	00			
	30			
11	00			
	30			
12	00			
	30			
1	00			
	30			
2	00			
	30			
3	00			
	30			
4	00			
	30			
5	00			
	30			

MARKETING YOUR BOOTH

The IRE is committed to your success. We are dedicated to ensuring a successful event for our exhibitors through numerous promotional campaigns to drive attendance.

Social Media Accounts: Tag Us!

www.facebook.com/RoofingExpo
www.twitter.com/RoofingExpo
www.linkedin.com/company/roofingexpo
www.instagram.com/RoofingExpo

#IREVIRTUAL

Whether you're looking for sales leads or trying to generate buzz on a new product, (virtual!) trade shows have the power to create a lasting and positive impression of all that your company can deliver.

Here's a list of ways your can help promote your participation in the event.

- **Customer Invite Program** – Participating exhibitors will be able to invite up to 20 clients to the IRE Virtual Edition for free (a \$55 value). You will receive access via email to your personalized Customer Invite Dashboard where you can access a marketing toolkit to help you promote your presence at the event and invite customers to attend.
- **E-blast** – Send an e-blast to your customers and prospects about your virtual booth. Plus, preview the products and services you will be showcasing, and/or any show specials or new product announcements
- **Email Signature** – Add an 'We're Exhibiting' banner in your email signature with a link to the IRE registration page.
- **Hold Message** – Mention exhibiting at the show in your telephone on-hold message.
- **Matchmaking** – Take advantage of the matchmaking and networking, included with your boot. The tool allows users to create profiles, identify key contacts based on areas of interest and job type, build relationships and create business opportunities - resulting in a pre-planned roster of private meetings at the event.

MARKETING YOUR BOOTH

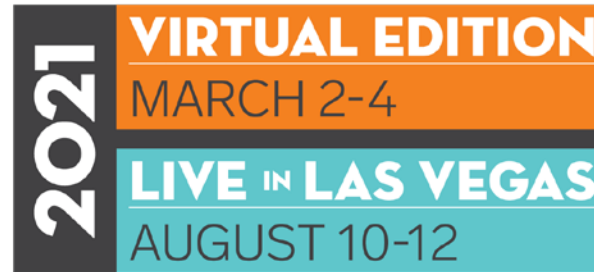
Here is some suggest copy you can use for email blasts, social media posts, or web copy.

Headline Options:

- Connect with the roofing and exterior construction industries March 2-4
- The Roofing and Exterior Construction Industries are Convening Virtually - Join Us!
- Join us for an online meeting during the IRE Virtual Edition March 2-4

Text Options:

- [Company Name] wants to extend this personal invitation for you to visit us at IRE Virtual Edition! The event runs from March 2-4 and is available on-demand until April 2, 2021.
- Consider booking a video chat meeting with us as well; we're available from 10 a.m. to 6 p.m. EST each of the event days.
- Join [Company Name] at the IRE Virtual Edition, from March 2-4. You'll experience three days of immersive product exploration, education, and networking. Be sure to visit our booth in the Virtual Exhibitor Directory, where we'll have reps on call to chat with.
- Visit our Virtual Booth at the IRE Virtual Edition, March 2-4. Registration includes access to the Virtual Exhibitor Directory where you can schedule a video chat with us.
- We're exhibiting at the IRE Virtual Edition, and want to see you there, too! It's March 2-4, and registration includes access to the Exhibitor Directory, Product Directory, and Live and On-Demand Educational Sessions.



We are here to help you have a successful event.

If you need assistance or are having issues with the platform, please contact our customer service team at ire@meetingservice.com.

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